

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 127-2004



To: Mayor David Dermer and
Members of the City Commission

Date: May 24, 2004

From: Jorge M. Gonzalez
City Manager

Subject: Atlantic Broadband – City of Miami Beach Cable Provider

Attached for your perusal is a letter from Mr. Kevin Maguire, Vice President and General Manager, Atlantic Broadband.

JMG^{lsp}REP

c: Robert Parcher
Tim Hemstreet

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Kevin Maguire
Vice President and General
Manager
Atlantic Broadband
1681 Kennedy Causeway
North Bay Village, FL 33141
(305) 861-8069, Extension 3100

May 21, 2004

Mr. Robert Parcher
City of Miami Beach
1700 Convention Center Drive
Miami Beach, FL 33139

Dear Mr. Parcher:

As your community's new broadband services provider, we at Atlantic Broadband have spent the time since we acquired your cable system in March taking the critical steps necessary to offer the kind of service you deserve: improving customer care operations, making service improvements, and evaluating programming options and needs. In that interim period, we have continued to operate under the Charter name. I am pleased to inform you that May 24 will mark the formal launch of our brand, which will bring with it not only a new name, but also a renewed customer commitment.

Our facilities, vehicles and customer communications will carry our new Atlantic Broadband logo, and most important, will reflect our mission: to deliver products and services that simplify and enrich the lives of our customers. We will accomplish this by delivering digital video programming and High Speed Internet services that best meet the needs of our customers.

Last month I wrote to inform you that in the very near future you and your constituents would begin to see some exciting improvements. I am pleased to advise you of the first of a number of initiatives we are planning. We will be simplifying our packaging, enhancing their value and enabling our customers to create customized packages that meet both their needs and their pocketbooks.

- New Atlantic Broadband High Speed Internet services and packages are intended to meet the needs and budgets of a variety of users. We now offer the fastest Internet connection available to the home, and a High Speed Internet starter package for as low as \$21.95 a month.
- Discounts on modem service will now be offered to ALL video customers, not just those who buy the higher priced digital packages.
- We recognize that our success is important to you, and to that end we are making a concerted effort to reach non- subscribers. In our April 20 letter, we told you about our new digital offering, available to new customers. With the digital converter AND a premium channel to be added shortly, the monthly charge will be \$16.95. The Digital Sports and Movie Tiers will no longer be available to new customers, but current subscribers will continue to receive these tiers at existing prices. Over the coming months we expect to enhance the attractiveness of the digital tier by adding programming of particular appeal to your residents.
- We are simplifying our premium movie packaging to enable customer choice and discounts at lower levels of service.

- As part of our efforts to improve programming for our Spanish-speaking customers, we are proud to announce an expansion of our Hispanic programming. As of July 12, we will add 14 channels to our existing Digital Latino Tier, providing 22 total channels of digital Spanish language programming along with 5 Spanish language Digital Music Channels. Subscribers will find the new channels at:

255 TBN Enlace
256 TV Colombia
257 CineLatino
258 Got TV
259 TVE International
260 Grandes Documentales
261 CNC Colombia
262 Telefe
263 Toon Disney en Espanol
264 TUTV De Pelicula Clasico
265 TUTV De Pelicula
266 TeleHit
267 Ritmoson Latino
268 History en Espanol (available later this summer)

Additionally, we have eliminated the need to buy through Charter's Digital service to receive the Latino Tier. The price for our new Latino Tier will be \$17.45 per month for subscribers with Limited or Value Service and includes one digital receiver. For Digital Service subscribers, the price will be \$10 per month.

We are also pleased to announce the addition of Globo. This all-Portuguese twenty-four hour network features a variety of programming for the entire family, including news, sports, comedy and drama. Globo will be priced at \$19.99 per month and will be located on channel 398. The Globo signal is being tested now, and subscribers will be able to enjoy this much-desired service early next month.

In addition to these programming enhancements, Atlantic Broadband continues to strive to make our customers' overall cable experience pleasant and user-friendly. With online bill payment, they can set up both one-time and recurring bill payments using EFT, credit or debit card. In addition, this feature allows customers to view past statements and monitor the status of their payment. Current online bill payment customers need only need to set up a new password with us.

An easy to navigate, informative website, atlanticbb.com, will keep you and your constituents up to date with current information.

The management and staff of Atlantic Broadband are enthusiastic about the opportunity to serve you and your residents. I hope that you view these initiatives as an indication of our commitment to the mission we articulated last fall when we first corresponded with you: to provide services that simplify and enrich the lives of our customers. While I will be calling on you personally in the very near future, please do not hesitate to contact me in the interim if you have any questions.

Sincerely,


Kevin Maguire